

**Deepak Kumar**

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*Seeking assignments in Google Ads, Pay Per Click, Native Ads, Search Engine Marketing, Facebook Ads, Ad Ops, SEM, Display Advertising, CPA, CPM, CPC, CPI, PPC, Search Advertising, PLA Ads, Google Adwords, Campaign Optimization, Gmail Ad, Ads Optimization, Google Analytics with an organization of repute.*

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## PROFILE SUMMARY

- **Experienced professional with 2 years** in Google Ads, Google Analytics, Pay Per Click, Native Ads, Search Engine Marketing, Ad Ops, SEM, Display Advertising, CPA, CPM, CPC, CPI, PPC, Search Advertising, PLA Ads, Google Adwords, Campaign Optimization, Gmail Ad, Adwords Optimization.
- Previous associated with **S.R. Logistic Pvt. Ltd as PPC Executive 1.3 Years.**
- Proficient in managing moderate to large scale PPC accounts in a variety of different business verticals.
- Ability to learn new industries and new business types quickly and can apply this knowledge to internet marketing initiatives and achieve client goals.
- Handle all social media operation.

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## CORE COMPETENCIES

- Google Ads/ Facebook Ads.
- Google Data Studio (Conversions Reports), Adwords Editor.
- In Dept knowledge on various online advertising models (Search, Display, Mobile, Video) and revenue models (Pay Per Click (PPC), Cost Per View (CPV), Cost Per Thousand Impression (CPM), Cost Per Acquisition (CPA), Cost Per Install (CPI) & Return on Ad Spend (ROAS).
- Adwords Re-Targeting/ Remarketing/Dynamic Remarketing/RLSA/DSA/Lead Generation/A/B Testing.
- Universal App Installation, Call Only Ads, Google Editor, Bulk Uploads, Master Strategy For Google Ads Etc.

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## ORGANIZATIONAL EXPERIENCE

- **Intellistall Pvt. Ltd As Senior PPC Executive**

- Proficiency in managing and creating campaigns across Search, Display, PLA, AdWords re-targeting/re-marketing/RLSA/DSA/Shopping/Video Campaigns/App promotion and Native ads for clients as per the client's expectations.
- Experience in writing PPC Ad Copies, Conduct keyword research, campaign structuring, targeting across the Search & Display networks, and other facts of paid search in accordance with revenue goals.
- Continuously using advance techniques like DKI, Ad Customizer, Advance Bid strategies, Dynamic Remarketing to getting desired Campaign Objective.
- Well versed in implementing Conversion tracking, Ad-extensions like Call-Outs, Sitelinks, Structured Snippets, etc.
- Review/provide analysis on PPC landing pages by conducting A/B Testing to ensure high quality score
- Maintenance and monitoring of keyword bids, daily and monthly budget caps, impression share, quality score and other important account metrics.

- Responsible for improving the ROI of the campaigns by experimenting with bids, bidding strategies, ad copies, ad formats, landing pages to Increase Keyword Quality Score And CTR to deliver user acquisitions targets.
- Create new paid search campaigns, ad groups, & keywords and aid in the creation of new paid search marketing initiatives as per websites assigned.
- Generate weekly and monthly reporting for all major metrics, goals tracking, revenue tracking, and other paid search initiatives.
- Keep pace with search engine and PPC industry trends and developments. Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance to internal revenue goals.

## IT SKILLS

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- Conversant with MS Office (Word, PowerPoint, Excel)
- Internet Applications.

## ACADEMIC DETAILS

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- BBA Graduation from KUK.University
- 12<sup>th</sup> from CBSE Board.
- 10<sup>th</sup> from CBSE Board.

## CERTIFICATIONS

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- Google Ads Certified.

## PERSONAL DETAILS

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- **Date of Birth:** 26th April, 1995.
  - **Father's Name:** *Mr. Ashok Kumar*
  - **Marital Status:** Single.
  - **Languages Known:** English, Hindi and Punjabi.
  - **Current Address:** 441/13Ext, Urban Estate, Karnal -132001
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Declaration: I hereby solemnly affirm that the particulars furnished above are true to the best of my knowledge and belief and can be supported with reliable documents when needed.

DEEPAK KUMAR